

EC'd Yes Last Received: 09/05/2012 10:12 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GREAT AMERICAN MEDIA Rep Firm () PHILADELPHIA
Advertiser () DSCC IE 3050 K ST NW Sales Office ()
Product D.S.C.C. IE WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 10/16/2012 - 10/22/2012 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 34,400
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	10/16-10/19	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	2	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/16-10/19	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	3	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	4	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
				Buyline Comment: SATURDAY EARLY AM NEWS								
	5	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
				Buyline Comment: SATURDAY AM NEWS								
	6	SA	8A-10A	SATURDAY TODAY SHOW	:30	\$1,200.00	10/20-10/20	1	1	1	\$1,200.00	
				Buyline Comment: SATURDAY TODAY SHOW								
	7	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
				Buyline Comment: SUNDAY EARLY AM NEWS								
	8	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	
				Buyline Comment: SUNDAY AM NEWS								

Rep Order# 6849170 Ver# 1 Status New
EC'd Yes

Traffic Order#

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Printed: 09/10/2012 4:16 PM

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Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	10/21-10/21	1	1	1	\$1,200.00	
	10	SU	9A-10A	MEET THE PRESS	:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	
	11	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/16-10/19	1	1	1	\$500.00	
	12	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	13	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
	14	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	15	TU-F	12P-1P	NOON NEWS	:30	\$300.00	10/16-10/19	1	1	1	\$300.00	
	16	M	12P-1P	NOON NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	17	TU-F	5P-530P	5P NEWS	:30	\$1,500.00	10/16-10/19	1	1	1	\$1,500.00	
	18	M	5P-530P	5P NEWS	:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	
	19	TU-F	6P-630P	6P NEWS	:30	\$2,000.00	10/16-10/19	1	1	1	\$2,000.00	

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	09/10/2012 4:16 PM
6849170	1					3 of 4

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2
9
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5
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1

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Advertiser () .DSCC IE

Product D.S.C.C. IE

Estimate#

Buyer DAN NAGELBERG

[illegible]

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates	10/16/2012 - 10/22/2012
10/16/2012 - 10/22/2012	

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

.....I.....

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	SA	6P-630P	-----	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	-----
		Buyline Comment: SAT 6P NEWS										
	21	TU-F	7P-730P	-----	:30	\$1,500.00	10/16-10/19	1	1	1	\$1,500.00	-----
		Buyline Comment: ENTERTAINMENT TONIGHT										
	22	M	730P-8P	-----	:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	-----
		Buyline Comment: ACCESS HOLLYWOOD										
	23	SA	7P-8P	-----	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	-----
		Buyline Comment: ENTERTAINMENT THIS WEEK										
	24	SU	7P-815P	-----	:30	\$1,800.00	10/21-10/21	1	1	1	\$1,800.00	-----
		Buyline Comment: FOOTBALL NIGHT IN AMERICA										
	25	M	11P-1135P	-----	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	-----
		Buyline Comment: LATE NEWS										
	26	SA	11P-1130P	-----	:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	-----
		Buyline Comment: SAT LATE NEWS										
	27	SU	1130P-12A	-----	:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	-----
		Buyline Comment: SUN LATE NEWS										
	28	TU-F	1135P-1235A	-----	:30	\$500.00	10/16-10/19	1	1	1	\$500.00	-----
		Buyline Comment: THE TONIGHT SHOW										
	29	M	1135P-1235A	-----	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	-----
		Buyline Comment: THE TONIGHT SHOW										
	30	SA	1130P-1A	-----	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	-----
		Buyline Comment: SATURDAY NIGHT LIVE										

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---	---	---	---	---	---	---	---	---	---	---	---	---
	31	SA	330P-7P	NOTRE DAME FOOTBALL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	

Buyline Comment: NOTRE DAME FOOTBALL

---REPORT TOTALS---

Report Totals: 31 / \$34,400.00

---SALES MONTHLY TOTALS---

Oct 12: 31 / \$34,400.00
Sales Totals: 31 / \$34,400.00
Station Totals: 31 / \$34,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$122,857	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 21%
		WTVZ 5%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE